

# CAMPAIGN SPOTLIGHT

C O N C O R D I A U N I V E R S I T Y

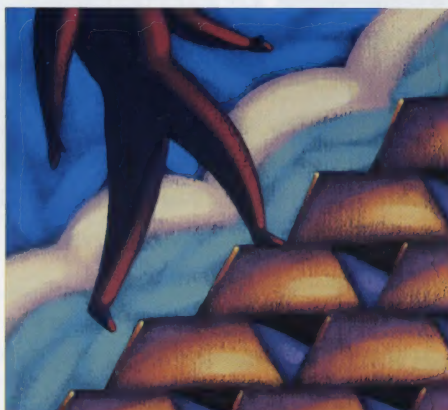
February 1999

www.concordiacampaign.ca

## Report from the Campaign Chair and the Rector & Vice-Chancellor A Year of Remarkable Performance

**I**n October 1997, *The Campaign for a New Millennium* held its public launch before an overflow crowd of nearly 600 people at the Concordia Concert Hall. This event was memorable for the anticipation, enthusiasm and optimism that filled the air. The exhilarating afternoon was an ideal way to acknowledge the efforts of the Campaign's volunteers and the generosity of our first donors. It was also a showcase for the remarkable school spirit, cutting-edge programs, prescient research and outstanding professors we have at Concordia. Punctuating the festivities was the announcement that the Campaign had raised over \$34 million in pledges.

One year later, the Campaign has lived up to all expectations: over 89% (nearly \$50 million) of the Campaign goal has been raised; alumni from across North America and overseas have taken a more active interest in the future of their



**RESULTS TO DATE**  
**\$49,237,906**

alma mater; corporations and foundations have recognized the tremendous value of the University's teaching and research initiatives; and national exposure of the University and its activities has been greatly enhanced.

To date, the Campaign has generated nearly 1,600 pledges and that number will grow exponentially as the Alumni and Friends Division—with over 60,000

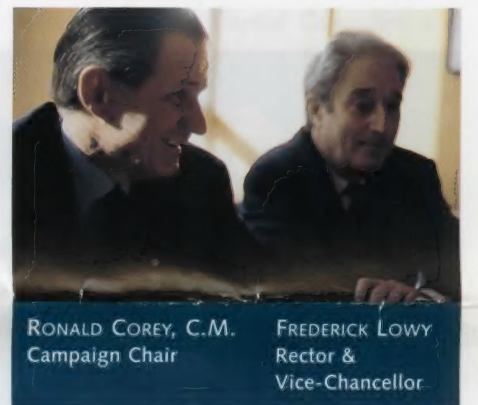
prospects—gets fully underway. With a dozen Leadership Gifts still to be finalized, and over 300 Major and Special Gifts prospects to be approached, the Campaign is expected to clearly outperform early expectations.

Among the many significant pledges received this year are a \$3.5 million gift from the Molson Family Foundation to refurbish the Faculty of Commerce & Administration, a \$2 million gift from Richard and Carolyn Renaud for undergraduate student support, a \$2 million unrestricted pledge from Power Corporation of Canada, a \$1.1 million pledge from Dr. Francesco Bellini and BioChem Pharma for the creation of a biotechnology and bioinformatics laboratory, and a \$1 million gift from Mel Hoppenheim to establish a School of Cinema.

While we are justifiably proud of our team's accomplishments, we are aware that a lot of work remains to be done to capitalize on the promise of the Campaign's

second year. To that end, we accepted an invitation from Brian Steck, Vice-Chair for Toronto, to staff an office in the Queen City and have hosted a number of cultivation and solicitation events in Quebec City, Ottawa, New York, Toronto, Calgary, Edmonton, Vancouver, San Francisco, and Los Angeles.

As we head into the home stretch, it is important for everyone associated with the Campaign to extend themselves and to make a concerted effort to support this great institution.



RONALD COREY, C.M.  
Campaign Chair

FREDERICK LOWY  
Rector &  
Vice-Chancellor

### THE CAMPAIGN FOR A NEW MILLENNIUM

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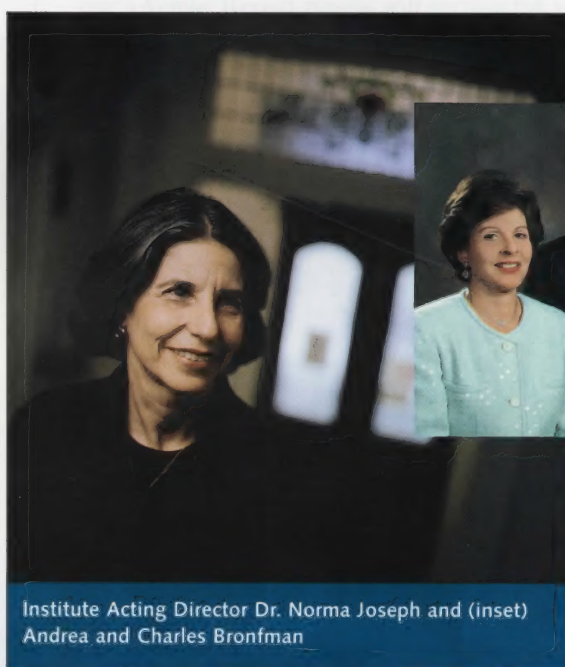
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Information is also available through  
our web site at  
www.concordiacampaign.ca

## Bronfmans/Seagram Fund New Institute

**A** one million gift from Charles and Andrea Bronfman and the Seagram Company Ltd. has given wing to the Concordia Institute for Canadian Jewish Studies. This eagerly anticipated community institute builds on the University's highly respected Jewish studies program to combine academic research with an outreach program serving the Montreal Jewish community.

The Institute's primary objective is to disseminate the wealth of experience gathered and developed by University researchers to Canadians across the country. By working closely with local and national Jewish community groups, the Institute will also take a leading role in developing shared programs of benefit to members of the community regardless of their age or station in life.

"Concordia has been doing groundbreaking research on the Canadian Jewish experience for 30 years," says Dr. Norma Joseph, the Institute's Acting Director. "We now have a real opportunity to put our knowledge into practice, to the benefit of the community."



Institute Acting Director Dr. Norma Joseph and (inset)  
Andrea and Charles Bronfman

The courses and lectures offered through the Institute will focus on the lives, experiences, and organizations of Quebec and Canadian Jewry, as well as their religious, cultural, and historical antecedents in Europe, North Africa, and the Middle East. Students will intern with community agencies and associations while pursuing their research activities.

"This Institute is devoted to serving the Jewish community," says Joseph. "Working in conjunction with the University's Chair in

Canadian Jewish Studies, it will undertake new research, organize lectures and workshops and engage in dialogue with other community organizations across Canada."

The Institute will support fellowships for graduate students, seed grants for research projects and the sponsorship of visiting lecturers, colloquia and workshops. Its establishment adds to Concordia's excellent resources in this area, including the Montreal Holocaust Centre and the Azrieli Holocaust Collection.

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Campaign's  
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# Major Strides for Alumni and Friends Division

**W**hen Christine Lengvari and Peter McAuslan agreed to co-chair the Alumni and Friends Division, they knew they'd be responsible for the largest, most intricate phase of the Campaign. They also knew they had excellent prospects for taking the University's \$55 million fundraising initiative over goal.

It's easy to be optimistic when your division is anchoring a very powerful relay team that exploded out of the blocks two years ago and has kept a blistering pace ever since. With the Campaign's three other divisions—Leadership, Major, and Special Gifts—still running hard, and the total already over \$49 million, Lengvari (L BSc '72) and McAuslan (S BA '72) have every reason to be excited.

"The only way we don't take the Campaign over goal is if some other division does it sooner," says Lengvari, Chief Operating Officer of Lengvari Financial Inc. "And that may very well happen. Just look at the support we've been get-

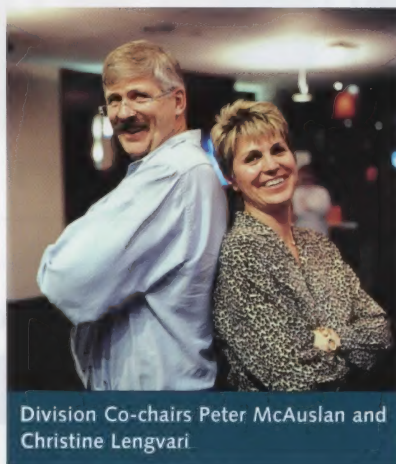
ting from day one.

Alumni are excited by the projects being funded; they're determined to do what they can to make a difference; and they're rallying to the University like never before."

Regardless of what happens in the Campaign's other

Divisions, Lengvari and McAuslan will generate excellent returns of their own. And they'll do it by following a tightly focused game plan that includes personal canvass, phone mail, and direct mail components that target a graduate's affiliation to a particular Faculty or institution.

"We have tremendous opportunities to personalize the Campaign objectives" says Peter McAuslan, President of McAuslan Brewing, "Whether you're a Loyola or Sir George graduate or a Concordia alumnus with a deep attachment to your Faculty of graduation there's an item on the Table



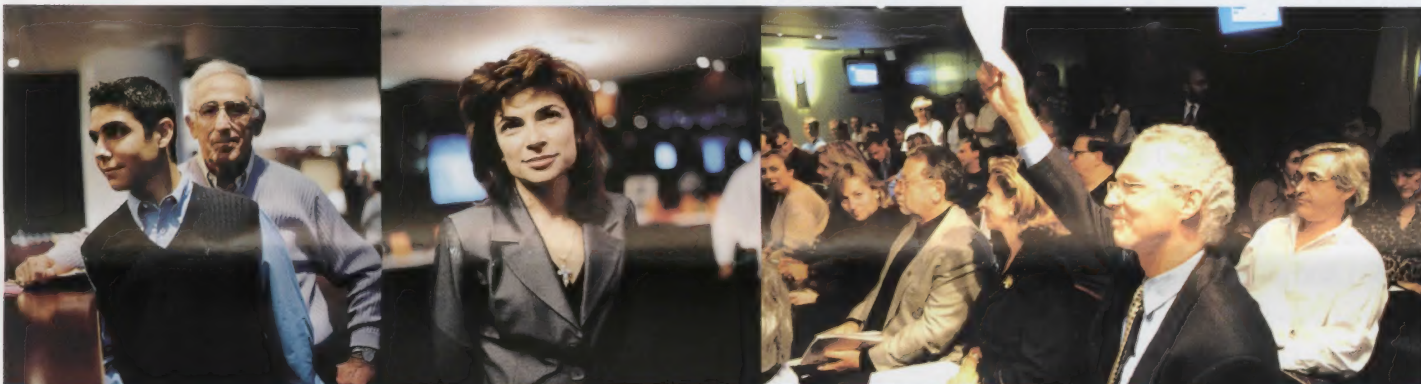
Division Co-chairs Peter McAuslan and Christine Lengvari

of Needs that you can relate to. Once we communicate that message, participation flows naturally."

Helping spread the message is a group of prominent alumni that includes André Desmarais, Co-Chair and CEO of Power

Corp., Pierre Jeannot, Director General of IATA, Paul Kefalas, President and CEO, ABB Canada, Scott Laurie, National News Correspondent, CTV News, Diana Nemiroff, Curator of Contemporary Art, the National Gallery of Canada, and James Stanford, President and CEO of Petro-Canada.

The alumni and friends division will run at least until May 1999. "Our expectations are very high," says McAuslan. "But our goal is extremely realistic: we want to raise everyone's sites and take this Campaign way over goal."



The Alumni and Friends Division's Molson Centre EXTRAvaganza was a huge success. Turning out in support of the University were Andrew Klinger and Honorary Treasurer Leonard Ellen, Major Gifts Co-Chair Marianna Simeone and (from left) Rosemary and Mel Hoppenheim and France and André Desmarais.

## CAMPAIGN COMMITTEE

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Rector & Vice-Chancellor

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## Exceptional Book Value

**T**hrough its \$400,000 pledge the Macdonald Stewart Foundation has made a gift that will benefit the vast majority of Concordians and many members of the Montreal community. The pledge will be used to endow an acquisitions program for the University's libraries.

Concordia's R. Howard Webster and Vanier Libraries are among the most modern and superbly equipped libraries in Montreal. They currently house over two million books and periodicals and their electronic and microformat equivalents, valued at nearly \$162 million. Additionally, the libraries make available a wide array of audiovisual materials, CD-ROMs, computer diskettes, maps, music scores, and other valuable collections, including Irish Studies, the works of Irving Layton, and the Azrieli Collection of materials on the Holocaust.

The Foundation's generous pledge, together with the \$1.9 million pledged to



this endowment by Concordia students, will enable the University to upgrade its library collections on a permanent and ongoing basis. Income from the endowment will be used to update and replace reference materials; to subscribe to journals and magazines; to obtain licenses to electronic information sources; and to purchase second copies of popular books.

## Reaching Out to the Community



Helping the disadvantaged help themselves is the focus of Concordia's eagerly anticipated National Program in Community Economic Development. This unique initiative received a tremendous boost through a generous \$350,000 pledge from Scotiabank. On hand for the presentation ceremony were (from left) André Roussy, Scotiabank Vice President, Donations Committee, L. Jacques Ménard, Campaign Leadership Gifts Chair, Guy Bisailon, Scotiabank Senior Vice President, Québec and Rector Fred Lowy. Campaign Executive Vice-Chair Don Taddeo is flanked by the program's champions Marguerite Mendell and Lance Evoy.